





Wyoming HAI Prevention Advisory Group (WHAIPAG) Conference Call Minutes February 7, 2013, 1:00pm

- Emily introduced a new member of the group, Leslie Teachout. She is the infection preventionist for both Lander Regional and Riverton Memorial Hospitals.
- Emily mentioned Claudia Edinger will no longer be a member of the group.
- Veronica provided an update for the education subcommittee. The education needs assessment is
 just about ready. Once finalized the survey will be sent to IPs on the Wyoming IP listserv hosted
 by MPQH, IPs in long-term care, ASCs and dialysis. The survey will be held open for two weeks.
 The results will be sent to Veronica and Etta for data analysis and will report results to the group
 during the March conference call.

Veronica will finalize the survey and send to Emily in order to post on SurveyMonkey by Monday, 2/11/2013.

Emily will be send out the survey link by COB Monday, 2/11/2013. Survey will be closed and results sent to Veronica Monday, 2/25/2013.

• Tiffany provided an update for the Engagement/Awareness Subcommittee. She provided logo ideas that the members of the group will vote on in the next week. Please see the attached "Logos_02_07_13" document. Ellen recommended we have a logo chosen by the end of next week in order to put it on the brochure for the annual IP conference this year. The intent of the logo is to brand our group and facilitate increasing awareness of our group and activities. The logo will be placed on LAN session information flyers, brochures, the WHAIPAG website, the website for the IP resource manual, and future campaigns and electronic forms of communication such as Facebook pages or Linkedin Profiles.

Please vote on for the logo you like the best by emailing Tiffany the corresponding letter by <u>COB</u> Wednesday, 2/13/2013.

- Tiffany introduced a communication exercise for the group. The end result of the exercise was to form a communication plan in order to direct our communication efforts into the future. The first three steps in developing a communication plan are to identify the purpose of your communication, identify your target audience and then plan and design your message. The first two steps have been completed: our purpose is to increase awareness of the WHAIPAG, and our target audience for now is healthcare providers. The committee would like the group to help with the third step, developing a key message. A key message will go with our group's logo and will act as a slogan or single overriding communication objective (SOCO) or it can be thought of as the 10 second elevator speech. Some examples were provided on the attached
 - "WHAIPAG_CommunicationPlanExercisePDF_02_04_13" document. Some suggestions from the group included:
 - a) add wording that gets across the group is a state wide
 - b) add wording that illustrates the members of the group are not being charged a fee to be a part of it, or that there is no mandate to participate
 - c) add wording to show that the group is made up of volunteer professionals
 - d) add something like professionals united to prevent infections (pupi)

The group decided to hold off on selecting our message until we have chosen a logo. For help in coming up with the key message, please see the attached documents "Improving your messaging with a SOCO" and "Communicating to influence."

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Please think of some key messages you think would best suit our group and submit your ideas to Tiffany via email by <u>COB Monday</u>, <u>2/25/2013</u>. Feel free to just edit the examples provided in the Communication Exercise document.

• An idea was raised to make the "WHAIPAG" acronym more understandable to the general public and easier to say. Additionally, a change from HAI to I for infection would illustrate the broader and more inclusive future direction of the group. The group considered changing the name to "Wyoming Infection Prevention Advisory Group."

Please let Emily know via emailing her your concerns or if you do not approve of the new group name by COB Wednesday, 2/13/2013.

• Alicia introduced her idea for a hand hygiene campaign to the group. The campaign is an idea for collaboration between the WHAIPAG and Alicia's organization the Alliance for Safety Awareness for Patients (ASAP). She has already printed numerous postcards and magnates with the pictures shown on the attached document "Hand Hygiene Awareness Campaign." Ellen has offered to provide the cost of postage to distribute the post cards to hospitals, healthcare providers and long term care facilities throughout the state. The group decided it would be a great collaboration and we could somehow add the WHAIPAG logo to begin marketing our group and collaboration.

Alicia will be sending the already printed cards to Ellen. Emily, Ellen and Alicia will work together on look into how add our logo prior to mailing to providers and obtaining a list of providers.

• Emily asked the group if they would like to have another face-to-face meeting sometime around the time of the upcoming IP conference in April. There are still funds available to reimburse members for their travel. The group unanimously decided to meet in person again.

Emily will send out a link to a Doodle poll with ideas for dates and times. Group members can then enter when they are available or prefer to meet in person.

• The group ran out of time to discuss the rest of the agenda topics.

Emily will add the following to the agenda for the next conference call:

Update from Data Subcommittee
Update from Resources Subcommittee
Update on CLABSI, CAUTI and SSI rate data
Update on LAN progress and IP Conference in April 2013
Update on IP resource manual

• The next meeting will be March 7, 2013 at 1pm.

Attached documents include: Logos_02_07_13.docx Hand Hygiene Awareness.pdf WHAIPAG_CommunicationPlanExercisePDF_02_04_13.pdf Improving your messaging with a SOCO.docx Communicate to influence.pdf